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1. (currently amended) A computer-implemented method for selectively displaying Internet advertisements, comprising the acts of:

~~allowing a user to define advertisement attributes, at least one attribute that can be defined by the user being advertisement type;~~

allowing a user to choose at least one advertisement channel from an advertisement channel menu presenting plural advertisement channels; and

displaying advertisements at least partially based on what channel is selected by the user, the user-defined attributes.

2. (original) The method of Claim 1, further comprising the act of:

allowing the user to create an advertisement window in which advertisements are displayed.

3. (currently amended) The method of Claim 1, further comprising the act of:

displaying a menu of user definable advertising attributes.

4. (original) The method of Claim 3, further comprising the act of:

allowing the user to establish the values of the user definable attributes.

5. (previously presented) The method of Claim 3, wherein the user definable attributes include at least one of: city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, or wholesale only.

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6, 7 (canceled)

8. (currently amended) The method of Claim ~~7~~1, further comprising the act of:
displaying at least one advertisement corresponding to a user selected advertisement channel.

9. (currently amended) The method of Claim 1 ~~7~~, wherein the ~~menu of~~ advertisement channels menu includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, ~~or~~ an art supplies advertisement channel.

10. (original) The method of Claim 1, wherein the advertisements are displayed at a device that receives Internet content and television broadcast content.

11. (currently amended) A system for selectively displaying Internet advertisements, comprising:

at least one server;

at least one database connected to the server, the database storing plural Internet advertisements; and

at least one user computer connected to the server via an Internet connection, the server transmitting plural Internet advertisements to the user computer, the user computer including a

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program for allowing a user of the user computer to determine a type of advertisement to display at least in part based on a user selection of one of plural advertisement channels.

12. (original) The system of Claim 11, wherein the program comprises:
logic means for allowing a user to define attributes; and
logic means for displaying advertisements at least partially based on the user defined attributes.

13. (original) The system of Claim 11, wherein the program further comprises:
logic means for displaying a menu of user definable advertisement attributes.

14. (original) The system of Claim 13, wherein the program further comprises:
logic means for allowing the user to establish the values of the user definable advertisement attributes.

15. (previously presented) The system of Claim 13, wherein the user definable attributes include:
city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, or wholesale only.

16. (original) The system of Claim 11, wherein the program further comprises:
logic means for displaying a menu of advertisement channels.

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17, 18 (canceled).

19. (currently amended) The system of Claim 16, wherein the menu of advertisement channels includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, or an art supplies advertisement channel.

20. (original) The system of Claim 11, wherein the program further comprises:

logic means for allowing the user to create an advertisement window in which advertisements are displayed.

21. (original) The system of Claim 11, further comprising:

at least one television connected to the server via an Internet connection, the server transmitting plural Internet advertisements to the television, the television including a program for selectively displaying Internet advertisements.

22. (currently amended) A computer program device, comprising:

a computer readable means having logic means for selectively displaying Internet advertisements, comprising:

logic means for allowing a user to define advertising attributes; and

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logic means for displaying advertisements at least partially based on the user defined attributes; and
means for displaying at least one advertisement corresponding to a user selected advertisement channel.

23. (original) The program device of Claim 22, wherein the computer readable means further comprises:

logic means for displaying a menu of user definable attributes.

24. (original) The program device of Claim 23, wherein the computer readable means further comprises:

logic means for allowing the user to establish the values of the user definable attributes.

25. (original) The program device of Claim 23, wherein the user definable attributes include: advertisement type, city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, or wholesale only.

26. (original) The program device of Claim 22, wherein the computer readable means further comprises:

logic means for displaying a menu of advertisement channels.

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27, 28 (canceled).

29. (currently amended) The program device of Claim 26, wherein the menu of advertisement channels includes at least one of: a travel advertisement channel, a food advertisement channel, an automotive advertisement channel, a clothing advertisement channel, a music advertisement channel, a movie advertisement channel, an antiques advertisement channel, a hardware advertisement channel, a sporting goods advertisement channel, a housewares advertisement channel, ~~or~~ an art supplies advertisement channel.

30. (previously presented) A computer-implemented method for viewing advertisements on a computer system, comprising the acts of:

selecting at least one attribute in an advertising window for displaying advertisements; and
viewing in the advertising window at least one of a series of advertisements corresponding to a selected attribute, wherein each advertisement within the series embodies the selected attribute.

31. (original) The method of Claim 30, wherein the attribute is selected from the group consisting of: advertisement type, city, zip code, retailers, distance of travel to a retailer, means for delivery, retail only, wholesale only, and advertisement channel.

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